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Farm Broadcasters Letter

United States Department of Agriculture Office of Information Radio-Television Division Washington D.C. 20250 (202) 447-4330

Letter No. 2425

August 25, 1989

MANAGE MONEY WITH NEW SPENDING HABITS -- You can learn to manage your money more effectively, says a University of Georgia Extension Service specialist, if you create new spending habits. Understanding why and how you spend helps keep the money in your pocket, says Esther Maddux. Maddux has ten strategies to help you choose whether or not to spend money. Contact: Rosann Kent, (404) 542-8958.

KING OF THE WEEDS -- While other farmers work to rid their land of weeds, Wendel Moore of Woodstock, Ill., grows them for cash, the Washington Post reported recently. "People think I've flipped my lid," Moore says. "Through the years there have been a lot of horse laughs, but I'm the one who gets the last laugh." Moore operates F&J Seed Service. He raised 60 varieties of weeds for seed on 44 acres. Much of his crop is sold to universities & chemical companies for research. Contact: Wendel Moore, (815) 338-4029.

ARBORETUM EXPO -- The U.S. Arboretum in Washington, D.C., will hold its second annual "Expo Arboretum '89," Sept. 23 and 24 on the Arboretum grounds from 10 a.m. to 5 p.m. Activities include various education classes by horticultural experts on Bonsai, tree and plant identification, soil testing and lawn care. Also featured will be nature walks, herb garden tours and tours of aquatic plants and feeding the famous Japanese Koi fish. Contact: Allison Parker, (202) 965-7510.

MOISTURE -- Availability of moisture in coming weeks will be the key to livestock feed costs in 1990 and an influence on consumer prices. If this year's grain and soybean crops come through as expected, feed costs will probably be lower. Reduced feed costs will also boost egg production, with prices falling 10 percent to 15 percent as a result. Consumer prices for broilers and turkeys are expected to be down about 5 percent, beef and pork up about 2 percent. Contact for feed costs: Larry Van Meir, (202) 786-1840.

FARM SAFETY WEEK -- Your local Extension Service office has a fact sheet for Farm Safety Week, Sept. 17-23, that lists 14 project ideas that farm broadcasters can tap into. For a copy, call Marci Hilt (202) 447-6445-- media only please. National Safety Council has published a "Farm Safety Week Clipsheet" of helpful safety suggestions. Contact: Jack Burke, (312) 547-4800, extension 7602.

SOVIET FARMERS GET INCENTIVE -- In a novel attempt to slash grain imports and increase domestic harvests, the Soviet government recently said it would start paying farmers in foreign currency for part of their crops. According to the New York Times, starting with this year's harvest, farmers will receive prized foreign currencies instead of rubles for wheat and other crops they grow in excess of their 1981-85 production averages. USDA Contact: Keith Severin (202) 382-8880; but don't call him until after Sept. 11. That's when he'll return from a trip to the Soviet Union and he'll have lots of stories to tell!

OREGON FILM ON PBS -- PBS will run Oregon State University's film, "The Cowboy in Mongolia," on their national program service in October. The one-hour documentary about Oregon rancher Dennis Sheehy's work in northern China received the top award in the cultural-ethnic film category at the Houston International Film Festival. The film was written and directed by Andy Duncan and photographed by Dave King. Duncan and King are both professors at Oregon State University. Contact your local PBS affiliate for viewing times. For information about the film, contact: King or Duncan on (502) 737-3311.

FARM EQUIPMENT SHOW UPCOMING-- The Farm Equipment Manufacturers Association will hold its 39th annual fall convention Oct. 29 - Nov. 1 in Nashville, Tenn. Lowell Catlett, professor of ag economics at New Mexico State University, will give the keynote speech on "Green Cows, Quaggs and Mummies." Contact: Farm Equipment Manufacturers Association (314) 991-0702.

LOW-FAT DIETS WORK -- If you cut down the amount of fat you eat to about 25 percent of your total calories, you could easily lose about 25 pounds a year, a Cornell University scientist has found. In studies, David A. Levitsky found that when the fat content of the diet was reduced, subjects ate about the same volume of food. The net result was a caloric deficit of about 250 calories per day and a significant loss in body weight amounting to about a half pound per week. This doesn't result in rapid weight loss; but remember, you didn't put it on overnight, either. Contact: David Levitsky, (607) 255-3263.

HEALTHIER ETHNIC FOODS -- If you're eating Italian, Chinese or Mexican foods, Lynne Brown, assistant professor of food science at Penn State, has some tips for selecting items that are low in fat and salt. "Avoid fettucine Alfredo, lasagna, cannelloni, antipasto and buttery garlic bread," she says. "Avoid high-fat Chinese entrees like crispy fried beef, moo shu pork, fried won tons, sweet and sour pork and fried rice." She recommends choosing corn tortillas over flour and eating tortilla chips with salsa instead of guacamole. Contact: Lynne Brown (814) 863-3973.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1681 -- More farmers are using farmers' markets to sell their products directly to consumers. Gary Crawford talks with the buyers, sellers and experts about the growth and future of farmers' markets. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1163 -- Weird ice creams; making wise buying decisions; a unique video; planting a new lawn; farmers' markets catching on with consumers. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE #1670 -- USDA news highlights; comments sought on cotton program; direct marketing on the rise; genetically engineered potatoes; predictions on 1990 livestock production. (Weekly reel of news features.)

NEWS FEATURE FIVE #1234 -- Nematode resistant soybeans; crop rotation stymies nematodes; more effective herbicides; life before herbicides; lower volume herbicides. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Wed., Aug. 31, ag. prices, world tobacco situation, cotton/wool situation; Wed., Sept. 6, crop/weather update; horticultural product exports; Thurs., Sept. 7, fruit outlook; Tues., Sept. 12, U.S. crop production, Soviet grain outlook, world ag. supply and demand. (If a press conference on the crop report takes place, we will carry cuts from that as well.)

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.
Material changed at 5 p.m. EDT each working day.

FROM OUR TELEVISION NEWS SERVICE

USDA TV NEWS SERVICE -- (Aug. 24, 26 & 28) USDA economist Ron Gustafson, meat production and prices; chief meteorologist Dr. Norton Strommen, crop conditions; USDA economist Greg Gajewski, agricultural outlook; USDA economist Steve MacDonald, foreign trade update; USDA economist Larry Van Meir, feed outlook; Foreign Agricultural Service deputy administrator Richard Schroeter, tariffication; and Pat O'Leary reports on a brighter outlook for the U.S. fruit industry.

NEXT WEEK: Pat O'Leary reports on wholesale food markets. Lynn Wyvill has a story about using expert systems to manage stored grain, and Debbie Janifer has a feature on best meat buys.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY 7:30-7:45 p.m., EDT, Transponder 12D
SATURDAY 10:30-11:15 a.m., EDT, Transponder 10D
MONDAY 8:30-9:15 a.m., EDT, Transponder 12D
(Repeat of Saturday transmission)

OFF MIKE

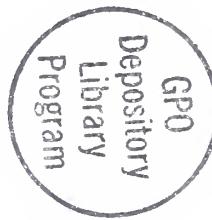
SOME...producers in southeast Iowa will have no better corn yields than last year's drought-reduced levels says John Weir (KBUR Burlington, Ia.). Rain has been very spotty and crop conditions often relate back to when it was planted, and how much moisture was available during pollination. John says that corn in the area looks better than it should.

BIGGEST...spring wheat harvest in northwest history is underway says Wey Simpson (KAQQ Spokane, Wash.), reflecting a major replanting effort earlier this year when conditions damaged the winter crop. Wey also notes that a gigantic marketing challenge will present itself to the apple industry this fall. In addition to overcoming reduced sales, several new orchards with maturing trees are coming on-line this year boosting production.

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Washington, D.C. 20250-1300

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GOOD...interviews were available at recent convention of the American Soybean Association says Herb Plambeck (Living History Farms, Des Moines, Ia.). Says about 30 broadcasters attended and also enjoyed talking with Hall of Fame member Bob Feller. Herb notes he got a 25-minute exclusive with his long-time friend.

OUR...congratulations to Max Molleston (WKBF Rock Island, Ill.). He is a member of the advisory council for INROAD, Illinois Network for Rural Opportunity Advocacy and Development, which seeks to increase community services and improve prevention for drug and alcohol abusers in rural western Illinois. Farm broadcasters serve their communities in many ways.

A handwritten signature of "Vic Powell".

VIC POWELL, Chief
Radio and Television Division